



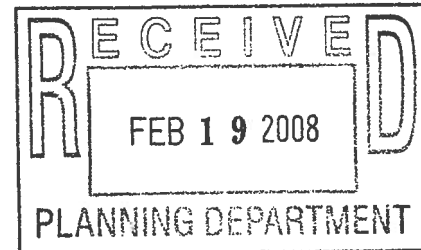
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February 19, 2008

Via Hand Delivery

Sophia Fisher, Planner
Loudoun County Department of Planning
1 Harrison Street, S.E. Third Floor
P. O. Box 7000
Leesburg, Virginia 20177-7000



Re: ZMOD 2006-0015, The Village Center at Belmont Greene
Comprehensive Sign Plan

Dear Ms. Fisher:

This letter addresses and provides you with a written response to the second referral agency comments in the above referenced application. For your convenience, each of the staff comments are stated below and the Applicant's responses follow in bold italics.

**LOUDOUN COUNTY DEPARTMENT OF PLANNING – COMMUNITY PLANNING
(SARAH MILIN, 10/30/2007)**

OUTSTANDING ISSUE

The Revised General Plan promotes the use of lighting for convenience and public safety without the nuisance associated with light pollution (*Revised General Plan, Policy 1, p. 5.31*). The Retail Plan also specifies that all lighting in retail centers should be designed to reduce glare and spillage of light onto adjoining properties and streets, and that fixtures should be attractive site elements that are compatible with the architecture of the retail center (*Retail Plan, Policy 2, p. 21*). In the first referral, staff recommended that the application commit to the use of lighting for signs that will be the least disruptive to the surrounding neighborhood in terms of glare and appearance (e.g. shielded downward). Staff also recommended that the applicant commit to turning off or dimming of some or all of the proposed lighting at certain times of night. According to the response to referral comments, "lighting for the signs will be directed towards the sign or will be internally illuminated, and as such, should not impact the surrounding neighborhood". Given that the proposed signage is located in close proximity to an existing residential area, additional commitments are needed to ensure a glare free environment and the prevention of light trespass on the adjoining residences.

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ATTACHMENT 4

Staff recommends additional commitments regarding lighting, including the following:

- ***No animation, neon, or moving lights will be permitted;***
- ***The building-mounted signs will be illuminated internally only and contain no exposed lighting elements;***
- ***Sign illumination will not spill upward or reflect or cast glare onto adjacent properties or roads;***
- ***Ground-mounted lighting fixtures will be shielded and will only be directed at the intended sign elements; and***
- ***Some or all of the lighting will be turned off or dimmed at certain times of night.***

RECOMMENDATIONS

Staff finds that, with the exception of lighting, the submitted materials adequately address those issues raised in the first referral. Once this issue is resolved, the proposed comprehensive sign plan will conform to the design guidelines of the Revised General Plan and the Retail Plan and Community Planning staff can recommend approval of the Zoning Modification request. As always, staff would be happy to meet with the applicant to discuss these issues.

Applicant Response:

The Applicant will agree to conditions of approval that: prohibits animation, neon or moving lights; lighting for the signs will be directed toward the sign and all of the fixtures will be shielded to not spill upward or reflect or cast glare onto the adjacent residential properties or roads. Since the lighting for the signs is shielded and directed towards the sign; it is not necessary to turn the lighting off.

The building mounted signs will have various types of lighting depending upon the location, to include gooseneck fixtures, shielded spotlight, totally screened light source, back lit translucent letters, track lighting and internal illumination.

LOUDOUN COUNTY DEPARTMENT OF BUILDING AND DEVELOPMENT – ZONING ADMINISTRATION (RORY TOTH, 12/7/2007)

1. As no parcel numbers are referenced in your Statement of Justification, sign plan matrix or exhibits, clarify what parcels are included in this application. Provide an overall map which highlights the parcels (i.e. list and illustrate the PINs) included in this application identifying where each sign type can be found. This map will facilitate the issuance of permits, if this sign plan is approved, and provide a snapshot of the number and locations of all signage. The data provided in the 2nd submission

was not sufficient in that not all signs were shown on the maps provided and total number of signs proposed was not provided.

Applicant Response:

The Master Plan (page 5) has been labeled with the current parcel numbers and the proposed sign types. The Plan will be updated with the MCPI numbers prior to final approval of this Comprehensive Sign Plan.

I. APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:

1. Staff notes that nearly all the signs requested in this Comprehensive Sign Plan (except for temporary signs) are considered business signs, which are regulated under Section 523.2.18.c. The Applicant must provide a maximum number of signs proposed with this sign plan. Staff notes Section 523.2.18.c permits 3 signs per business use. As the total number of businesses on a lot (i.e. retail, anchor stores, offices, etc) is not stated on the plan, Staff is unable to determine how many total signs are proposed with this comprehensive sign plan.

Applicant Response:

Since the businesses or tenants have not been identified and to accommodate changes in future businesses of tenants, the maximum number of the proposed signs are identified by business or tenant. The maximum number of the proposed signs varies depending upon the several factors: (i) square footage of tenant of business; and (ii) location, i.e., on a corner, or a business or tenant with entrances on two elevations (front and back).

2. In order to evaluate the consistency and the unified sign theme proposed, a baseline must be established. Provide a range of color, materials and typestyle used in each area (i.e. Main Street Winkle Way, The Market, and Convenience Market) for every sign proposed and provide a detail of each. Since this application is for a comprehensive sign plan, the Applicant must provide the specifics of the proposal, and therefore, must provide some limitations. Changes outside the sign package will require additional review. Please note that signs that are prohibited by the Zoning Ordinance can not be modified and no permits will be issued, regardless of whether prohibited signs are approved as part of a sign plan. A note stating the same should be placed on the comprehensive sign plan. Staff notes that the Applicant did not provide fonts and color of the following signs in their respective area: Building mounted signs in "The Market," Type O or Type T signs on "Main Street Winkle Drive," Building Mounted Business and Retail signs on "Winkle Drive," Specialty Signs on "Main Street Winkle Drive and the Market." Specifically, the Applicant did not provide a set of parameters or quantity (i.e. fabric type, color, font) other than

stating that fonts and colors will vary for different tenants but the same color shall be used for a single tenant, with the exception of logos. This type of verbiage is vague and unenforceable and is not comprehensive in nature. In addition, regarding Specialty signs, stating these signs will have multiple shapes is vague. A set of parameters must be established as this is a comprehensive sign plan.

Applicant Response:

All of the proposed signs are limited in the size, number, types and locations. The materials, finishes and lighting are specified for each sign type. The specific colors and font types are not specified to allow for variation and to accommodate corporate branding. However, default fonts of Times New Roman or Arial and default colors of dark forest green and white have been added to the Comprehensive Sign Plan

3. The comprehensive sign plan contains an exhibit that shows existing Belmont Greene community signs on the site, which are not part of this comprehensive sign plan. Include all signs that will be located on the property, even though they may currently be in compliance with the Zoning Ordinance, as the sign plan will be the regulatory document for all signs. Staff notes that the Belmont Greene Comprehensive Sign Matrix states that the service station canopy is a “business sign.” In order to evaluate the quality and consistency of the color, material and typestyle or font, a baseline must be established. This application is for a comprehensive sign plan, which must provide a detail illustrating the specifics of the proposal, and therefore, must provide some limitations. Depending on color and design, Staff will re-review the gas station canopy sign at next submittal.

Applicant Response:

Photographic images of the Belmont Greene community signs have been added to the comprehensive sign plan, as requested. For clarification, the service station canopy sign has been removed from the sign plan. All signage within The Convenience Market will comply with Section 523 of the 1972 Zoning Ordinance which has been added to the sign plan.

4. In order to better facilitate the review of the signs proposed in the comprehensive sign package, provide a spiral bound document that states the total number (per individual use and overall), type, size, and corresponding zoning ordinance section that the sign falls under for each sub-area involved in the comprehensive sign plan. The Applicant did not provide an overall number of signs for each Zoning Ordinance section for which a modification was requested.

Applicant Response:

The enclosed documents are spiral bound for ease of review and administering this sign plan. The sign plan combined with the matrix provides the corresponding zoning ordinance section and sub-area along with other details. The overall number of signs per zoning ordinance section cannot be provided as the number of signs will be based upon the specific business or tenant.

5. Per Article 523.1.4, signs fastened or placed upon one another, on trees, fences, public utility poles, etc except under certain conditions is prohibited. Prohibited signs may not be modified. The Applicant response to Comment #4 on Page 7 of the Referral Response states that since the banners placed on poles are not visible from a highway, they are an exception to this Section. Demonstrate that the signs are not visible from a highway. Furthermore, as the majority of sign types are proposed to be placed on lamp posts or poles and are banners, that are not temporary in nature, they are not permitted. Furthermore, Sheet 20 contains notes which state that only one Type 4 sign is permitted per building when the business is not visible or close enough to the street or travelway and the colors allowed are multiple in number. These statements are vague and unenforceable and must be revised. State the total number of Type 4 signs and provide the aggregate total of all Type 4 signs. In addition, the Sign Matrix references Section 523.2.18.c, which is a business sign reference, not a temporary sign reference.

Applicant Response:

The banners have been included as part of the Comprehensive Sign Plan to be allowed if the zoning ordinance is amended to permit them in the future. The previously designated Type 4 freestanding/post mounted signs are now designated as Type 5 signs. The Type 5 signs are limited to one per building and only when the business or tenant is not visible from the street and are enforceable based upon these limitations. The numbers of buildings, businesses or tenants are not known at this time.

6. Per Section 523.2, only those signs that are listed are permitted, otherwise, they are prohibited and prohibited signs may not be modified. The definition of a temporary sign states that it is of "temporary duration or non-recurring in nature" and advertises a candidacy for public office or an event of public interest," etc. The Zoning Ordinance does not provide for "seasonal or grand opening" signs. Thus, banners, flags, buntings, etc, for an event such as seasonal, grand openings and other similar events are not permitted, as shown on Page 21 in your application. These signs are not of a temporary nature and will re-occur every few months. Either revise the category of signs requested or remove the request for such signs.

Applicant Response:

See above.

7. Staff notes that not all of the exhibits that identify monument signs illustrate landscaping around the sign. Revise the monument sign exhibits to include the landscaping to be used and the quantity of each planting. A note stating landscaping will be provided around the monument sign is not adequate.

Applicant Response:

Landscaping has been depicted on the graphics for the Monument Signs and the applicant can agree to a condition of approval that landscaping will be provided at the base of the Monument Signs.

8. Staff notes that the Type A alternative 2 sign has been eliminated from this comprehensive sign plan and replaced with Type A and Type B monument signs as shown on Pages 5 through 8. Staff remains concerned that the height and bulk of the Type A sign (18 feet and 380 sq. ft in size) is excessive. Staff questions how this sign meets zoning modification criteria as the maximum size of a sign for a shopping center or commercial development under Section 523.2.18 is 75 square feet. Staff notes Type A sign is nearly 5 times the size permitted in Section 523.2.18.

Applicant Response:

The size of these signs are needed to be visible from Belmont Ridge Road, which is planned to be a six lane roadway with a 60 mph design speed. The proposed height of these signs is needed due to these conditions and also due to the proffered landscaping that is required along Belmont Ridge Road.

9. The Applicant needs to demonstrate compliance with Section 512 and Section 523.5 of the Zoning Ordinance. Simply stating that the signs will be in conformance with these sections is not adequate. Staff notes that Sign Type A is 18 feet tall. Demonstrate that visibility will not be impaired.

Applicant Response:

All of the proposed signs will require sign permits which will insure that the signs meet the requirements of the Zoning Ordinance.

10. In the definition of "area of sign," the outside measures, including "wall work incidental to its decoration," are included in the area of a sign. In addition, both sides of a sign are counted toward the aggregate area of the sign. Staff is concerned the

aggregate area of sign types shown on Page 14 for the Building Mounted Business Signs and Retail is excessive and does not meet zoning modification criteria, as the per tenant area and aggregate area of the signs are nearly double or triple the area allowed in the Zoning Ordinance for business signs.

Applicant Response:

The proposed amount and size of signage in The Market Sub-Area is needed due to the location adjacent to Belmont Ridge Road and the proffered landscaping which will obscure signage.

11. Where multiple signs are possible along a street or within a section/parcel, provide the minimum distance between the signs (i.e. monument signs).

Applicant Response:

The minimum distance between the proposed monument signs are approximately 90'.

12. Exhibit 10 includes elevations for a retail anchor store and retail stores other than the anchor. Clarify or define what is meant by retail anchor store and retail store-other than anchor and add a note to the comprehensive sign plan stating such. Also, the notes under the detail table on the exhibit still state that "Fonts and colors will vary for different users and same color for single user, letters to be individually pin mounted or connected by a single track, and sign letters to be internally lit, or lit by gooseneck shielded spotlights, or by a totally screened light source." In order to evaluate the consistency and unified nature of the signs, the color, material and typestyle or font and lighting for the retail anchor and retail-other than anchor signs, must be established. This application is for a comprehensive sign plan, which must provide a detail illustrating the specifics of the proposal, and therefore, must provide some limitations.

Applicant Response:

The square footage of occupancy for businesses or tenants has been added to the sign plan to define retail anchor and other retail tenants.

13. Exhibit 12 includes elevations for a Type O (Office/Business) and Type R (Retail) stores on Main Street Winkle Way. Also, the notes under the detail table on the exhibit state that "Fonts and colors will vary for different users and same color for single user, letters to be individually pin mounted or connected by a single track, and sign letters to be internally lit, or lit by gooseneck shielded spotlights, or by a totally screened light source." In order to evaluate the consistency and unified nature of the

signs, the color, material and typestyle or font and lighting for the retail anchor and retail-other than anchor signs, must be established. This application is for a comprehensive sign plan, which must provide a detail illustrating the specifics of the proposal, and therefore, must provide some limitations.

Applicant Response:

The maximum number of signs, location, materials and lighting are specified for each sign type. Specific colors and fonts are not specified to allow for corporate branding. However, default fonts of Times New Roman or Arial and default colors of dark forest green and white have been added to the Comprehensive Sign Plan

14. Staff notes that in the Belmont Greene Comprehensive Sign Matrix and Statement of Justification, it states that numerous signs within the Winkle Way Market Retail area, identified as “optional sign styles,” will be similar to those described and pictured in Pages 14-20. The Applicant must provide parameters with regard to quantity, size, style, font, type face, etc. Provide specific exhibits, color palettes and other details of the signs proposed in this area.

Applicant Response:

The Specialty Signs (optional sign styles) are listed in sign matrix and the sign plan with specific sizes, quantities, materials, location and lighting. The sign plan includes graphics for each Specialty Sign to show examples of the types of the proposed signage.

15. Page 19 contains a note that states “awning signage: one per window or door bay or storefront for the tenant that occupies the first floor.” As awnings are considered a business sign under Section 523.2.18.c, clarify how many awnings are proposed with this application and provide the size of each and an aggregate area of all signage. Staff notes that the entire awning is counted toward the area of a sign. Also, provide more detail regarding size, color, font size, font style, etc in the comprehensive sign plan. The notes on Sheet 19 simply state awnings are of solid color or striped (with colors having little contrast). This is vague and unenforceable. Furthermore, your response to Comment #22 goes on to state that the area of the actual sign on the awning shall be deducted from the maximum square footage permitted for the building mounted signs. Staff is unclear what this statement means and notes that measuring the area of a sign cannot be changed or reduced.

Applicant Response:

The awning signs are shown on page 24 and listed in the sign matrix on page 44. Sizes and location of lettering and graphics are specified. Awning signs are permitted within the Main Street Winkle Drive, The Market and Winkle Office Drive

Sub-Areas. The number of awning signs are limited to one per first floor tenant and storefront or bay. Colors and fonts are not specified to accommodate corporate branding. However, default fonts of Times New Roman or Arial and default colors of dark forest green and white have been added to the Comprehensive Sign Plan

16. Page 19 contains Type 2 signs, which are identified as window and sidewalk signs. Staff notes that signs identified as sidewalk signs are not permitted as they are not affixed to the building and thus, not accessory to some type of building. In addition, remove references to neon signage in the Comprehensive Sign plan, as this is not permitted.

Applicant Response:

Sidewalk signs and references to neon signage have been eliminated from the Comprehensive Sign Plan.

17. Staff believes that the number of office and retail signs on Sheet 14 is excessive. The intent of the Zoning Ordinance is to not have multiple numbers of signs on a building. On Sheet 14, it is recommended that the number of signs be reduced and that the types of colors and fonts to be used for the office building and the retail store business signs on the bottom floor of the office buildings be clarified.

Applicant Response:

The zoning ordinance permits 3 signs per business use and the proposed signage is based upon the location and size of the business use or tenant which may result in fewer numbers of signs per business use or tenant as permitted in the zoning ordinance. Colors and fonts have not been specified to accommodate corporate branding. However, default fonts of Times New Roman or Arial and default colors of dark forest green and white have been added to the Comprehensive Sign Plan

18. For any sign that is proposed to be lighted, state that no neon shall be permitted. Pursuant to Section 523.1.3 signs that outline any building *or part thereof (emphasis added)* with neon or other lights is prohibited. As a sign is an accessory use of a building, it is part of a building. The definition of a sign states that it is “any devise for visual communication out-of doors.” Therefore, any sign on the inside of a window that will be used for visual communication out-of-doors in any of the three sub-areas must be included in the Comprehensive Sign Plan and Matrix with the associated details on color, size, material, etc. However, neon is not permitted. Remove references to neon on the SOJ, matrix and Comprehensive Sign Plan.

Applicant Response:

Neon lighting has been removed from the proposed Comprehensive Sign Plan. Window signs are specified in the proposed signage on pages 23 and 44. The size and materials are listed.

19. The Applicant states that signage for the Convenience Market sub area will conform to the 1972 Zoning Ordinance and are not part of the Comprehensive Sign Plan, with the exception of monument signs. Any signs not included in the comprehensive sign plan will not be permitted and could cause a notice of violation. Include written details for drive-in, menu boards, hours of operation, required gas pricing boards and directional signs. The Applicant needs to clarify whether these signs will exceed 20 square feet (including both sides of the sign). If so, provide information giving the location and quantity of each and details illustrating the area, height, colors, font size, font style, etc for each sign.

Applicant Response:

Section 523 of the 1972 Zoning Ordinance has been added to the Comprehensive Sign Plan for the Convenience Market Sub-Area and be found on pages 31 through 36. All signage within the Convenience Market Sub-Area are required to meet Section 523 of the zoning ordinance.

20. Regarding corporate logos on office and retail signs, they must conform to color, size, material, etc of what is approved with the comprehensive sign plan.

Applicant Response:

Corporate logos will conform to the size, location, material, lighting and types of signage that are proposed with this Comprehensive Sign Plan.

21. Check the aggregate sign area listed for the variety of signs on all exhibits, as there appears to be some discrepancy in the calculations. The aggregate sign area will be the total area of the sign times the maximum number of signs.

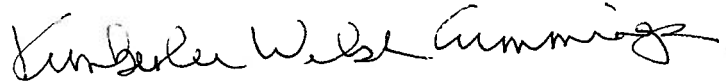
Applicant Response:

The aggregate area listed for each sign type has been verified and/or corrected.

Enclosed with this letter are three (3) revised Comprehensive Sign Plans. We look forward to the Planning Commission public hearing on March 20, 2008, and would be happy to meet with you and staff to work out any of the details.

Sincerely,

WALSH, COLUCCI, LUBELEY, EMRICH &
WALSH, P.C.



Kimberlee Welsh Cummings, AICP
Land Use Planner

KWC/tlm
Enclosure

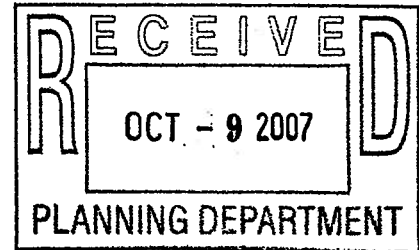
cc: Ray F. Smith, Jr., President, Dogwood Development Group, with enclosure
Jay Parker, Principal, Parker Rodriguez, Inc., with enclosure
J. Randall Minchew, Managing Shareholder, Walsh, Colucci, Lubeley, Emrich &
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September 24, 2007



Via Hand Delivery

Jane McCarter, Planner
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Third Floor
P. O. Box 7000
Leesburg, Virginia 20177-7000

Re: ZMOD 2006-0015, The Village Center at Belmont Greene
Comprehensive Sign Plan

Dear Ms. McCarter:

This letter addresses and provides you with a written response to the referral agency comments in the above referenced application. For your convenience, each of the staff comments are stated below and the Applicant's responses follow in bold italics.

LOUDOUN COUNTY DEPARTMENT OF PLANNING – COMMUNITY PLANNING
(SARAH MILIN, 12/18/2006)

ANALYSIS

The County encourages residential neighborhoods to have a peaceful character suitable for private domestic life, recreational activities, and neighborhood social gatherings (*Revised General Plan, Design Guidelines 1a, p. 11-6*). The County also encourages street designs that are sensitive to views, pedestrian movement, landscape and physical enclosure (*Revised General Plan, Design Guidelines 1d, p. 11-8*). Within retail centers, signs should be developed as an integral part of the overall retail center design (*Retail Plan, text, p. 20*). The Plan strongly encourages a unified graphic design scheme in order to help unify buildings within a multi-building retail center (*Retail Plan, Policy 1, p. 21*).

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1. Proposed Ground-Mounted Signs

Twelve ground-mounted monument signs are proposed along Belmont Ridge Road, Portsmouth Boulevard and Night Watch Street in order to identify the Village Center at Belmont Greene as well as specific tenants. Three different sizes of monument signs are proposed, ranging from 16 feet in height by 8 feet wide; 8 feet in height by 8 feet wide; and 3 feet in height by 6 feet wide. The signs are to be mounted in a sterling stone base and pier. In addition to these monument signs, two ground-mounted directional signs are proposed within the "Convenience Market" located north of Portsmouth Boulevard. Overall, the ground-mounted signs appear to be uniform in design, size, and composition and are in keeping with the character of the surrounding Belmont Greene neighborhood.

Staff, however, is concerned about the number of ground-mounted signs being proposed on relatively short stretches of road. A large number of signs, instead of facilitating the movement of traffic and providing clear directional information, may be confusing to drivers. In addition, it does not appear that the proposed number of ground-mounted signs will be needed since most of the retail tenants will be easily visible from both Portsmouth Boulevard and Nightwatch Street. While staff recognizes that some flexibility should be given to where the signs are ultimately placed, the number of monument signs should be limited to the minimum necessary and generally placed only at intersections (e.g., not in between blocks).

Staff also notes that the proposed sign plan states that the overall size for both "type A" and "type B" monument signs is 180 sq ft per side, although the illustratives indicate that the "type A" signs are much larger than the "type B" signs. The sign plan should clarify the overall size of these two types of signs. Lastly, no information has been provided regarding the landscaping that will be provided at the base of the monument signs.

Staff recommends that the application reduce the number of the monument signs proposed along Belmont Ridge Road, Portsmouth Boulevard, and Nightwatch Street. Should the applicant wish to have flexibility regarding the ultimate location of the signs, then staff recommends that a maximum number of monument signs be committed to. Staff also recommends that the proposed sign plan clarify the overall area for both "type A" and "type B" monument signs. Lastly, staff recommends that the application commit to providing and maintaining appropriate landscaping around the base of all ground-mounted signs (both monument and directional). Native plant species are encouraged.

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Applicant Response:

The number of monument signs has been reduced from twelve (12) to six (6). These signs are strategically placed at intersections and entrances along Portsmouth Boulevard and on Winkle Drive to provide direction and to identify the location of businesses, offices, stores and restaurants in the Village Center. Attached is the revised sign matrix that specifies the number, types and sizes. A note has been added to the sign graphics that landscaping will be provided around the base of these signs.

2. Proposed Building-Mounted Signs

The submitted sign plan includes building-mounted signs for both the retail and office buildings. The fonts and colors can vary for different users, although the same color should be used for a single user. The proposed location and design of the proposed building-mounted signage is consistent with the design typically associated with office and retail areas in Loudoun County.

In addition to these typical building-mounted signs, a variety of other kinds of sign styles (such as awning, projecting, window, and canopy signs) are also permitted within the retail areas which, according to the sign plan, are "often found in small village retail streets and are reminiscent of historic shops and restaurants in Europe and America". Such signs will be reviewed and approved by the Architectural Review Committee of the Belmont Greene Nonresidential Association, Inc. The alternative sign types will add to overall character of the Village Center.

Staff finds that the number and size of the proposed signs is appropriate for commercial areas. Staff, however, recommends that a single color be the standard for the letter faces on building-mounted signs, in particular within the proposed office areas. (A variety of colors would be appropriate for the proposed awning, projecting, window, and canopy signs.) Alternate colors could be permitted as long as they coordinate with the building architecture and are approved by the Architectural Review Committee of the Belmont Greene Nonresidential Association, Inc.

Applicant Response:

In The Market, Main Street Winkle Drive and the first floor of the Winkle Drive Office sub-areas the fonts and colors of the building mounted signs will vary for different tenants but the same color shall be used for a single tenant, with the

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exception of logos and Specialty Signs which may be a variety of colors and fonts. Signage above the first floor of the Winkle Drive Office sub-area will be a single color for the letters and multiple colors for logos.

3. Lighting

The Revised General Plan promotes the use of lighting for convenience and public safety without the nuisance associated with light pollution (Revised General Plan, Policy 1, p. 5.31). The Retail Plan also specifies that all lighting in retail centers should be designed to reduce glare and spillage of light onto adjoining properties and streets, and that fixtures should be attractive site elements that are compatible with the architecture of the retail center (Retail Plan, Policy 2, p. 21).

The proposed sign plan states that "all signs shall be internally lit or lit from a hidden or screened source. No external neon signs are permitted". Given that the proposed signage is located in close proximity to existing residences, the application should commit to a lighting plan that is the minimum necessary for safety and convenience reasons.

Staff recommends that the application commit to the use of lighting for signs that will be the least disruptive to the surrounding neighborhood in terms of glare and appearance (e.g. shielded downward). In addition, the application should also commit to turning off or dimming some or all of the proposed lighting at certain times of night.

Applicant Response:

Lighting for the signs will be directed towards the sign or will be internally illuminated, and as such, should not impact the surrounding neighborhood.

RECOMMENDATIONS

The proposed sign plan commits to signage that is uniform in size, type, color, and compatibility with the surrounding Belmont Greene neighborhood. As such, it is generally consistent with the Revised General Plan and the Retail Plan, and is generally supportable. Staff, however, recommends that the sign plan be revised to:

- reduce the number of the monument signs proposed along Belmont Ridge Road, Portsmouth Boulevard, and Nightwatch Street,
- commit to landscaping around the base of monument signs,

- establish a single color scheme for the building-mounted signs,
- commit to maintaining individual signs and associated landscaping materials in good condition, and
- commit to a lighting plan that takes into consideration the nearby residences.

Applicant Response:

The number of monument signs has been reduced as stated above, landscaping will be provided around the base of these signs, a single color scheme will be used for each tenant, with the exception of a logo motif on signs and Specialty Signs which may vary in color and fonts. The signs will be maintained by the tenants, landscaping will be maintained by the Nonresidential Association and lighting for the signs will internal, shielded, and/or directed towards the signage. Signs that are adjacent to nearby residences will be shielded and/or internally lit, and will be of low enough foot-candles to not impact adjacent residential buildings.

LOUDOUN COUNTY DEPARTMENT OF BUILDING AND DEVELOPMENT – ZONING ADMINISTRATION (RORY TOTH, 2/12/2007)

I. CRITICAL ISSUES:

1. As no parcel numbers are referenced in your Statement of Justification, sign plan matrix or exhibits, clarify what parcels are included in this application. Provide an overall map which highlights the parcels included in this application notating where each sign type can be found. This map will facilitate the issuance of permits, if this sign plan is approved, and provide a snapshot of the number and locations of all signage.

Applicant Response:

At the time of the submission of the application, there were two parcels, Tax Map 61, Parcel 22 (MCPI 152-10-0174) and Tax Map 61-C-((5)), Parcel D (MCPI 152-20-8784). Parcel 22 has been subdivided into Parcels F through J and the subdivision was recorded on September 12, 2007. Parcels H and J will be further subdivided before this Comprehensive Sign Plan is approved. Prior to final approval the CSP Sub-Areas plan will be updated with the MCPI numbers and Tax Map and Parcel numbers.

II. APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:

1. In order to evaluate the consistency and the unified sign theme proposed, a baseline must be established. Provide a range of color, materials and typestyle used in each area (i.e. Main Street Winkle Way, The Market, and Convenience Market) for every sign proposed and provide a detail of each. Since this application is for a comprehensive sign plan, the Applicant must provide the specifics of the proposal, and therefore, must provide some limitations. Changes outside the sign package will require additional review. Please note that signs that are prohibited by the Zoning Ordinance can not be modified and no permits will be issued, regardless of whether prohibited signs are approved as part of a sign plan. A note stating the same should be placed on the comprehensive sign plan.

Applicant Response:

The proposed sign details including the number of signs, types of signs, illumination, materials, locations, sizes and colors are specified in The Village Center at Belmont Greene Comprehensive Sign Plan (hereinafter referred to as "CSP") for Main Street Winkle Drive, Winkle Drive Office and The Market Sub-Areas. Signage in The Convenience Market, with the exception of the monument signs are not part of this CSP and will be subject to Section 523 of the 1972 Zoning Ordinance.

2. The comprehensive sign plan contains an exhibit that shows existing Belmont Greene community signs on the site, which are not part of this comprehensive sign plan. Include all signs that will be located on the property, even though they may currently be in compliance with the Zoning Ordinance as the sign plan will be the regulatory document for all signs. Any signs not accounted for in the comprehensive sign plan will not be permitted and could cause a notice of violation.

Applicant Response:

The existing Belmont Greene Community signs are indicated on the exhibit that shows the location of the proposed monument signs. As stated above, signage in The Convenience Market, with the exception of the existing Belmont Greene Community signs will be subject to Section 523 of the 1972 Zoning Ordinance and not part of this CSP.

3. In order to better facilitate the review of the signs proposed in the comprehensive sign package, provide a spiral bound document that states

the total number (per individual use and overall), type, size, and corresponding zoning ordinance section that the sign falls under for each sub-area involved in the comprehensive sign plan.

Applicant Response:

Enclosed is the updated CSP (including the matrix with references to the sections of the Zoning Ordinance) that states the total number for each type of tenant or use, type, size and other details. When the application has been approved, the Signage Plan can be spiral bound.

4. Per Article 523.1.4, signs fastened or placed upon one another, on trees, fences, public utility poles, etc is prohibited. Prohibited signs may not be modified. Thus, your request to allow a variety of signs to be attached to street light poles and lamp posts is not permitted.

Applicant Response:

The streetlights are private and not a public utility pole and Section 523.1.4 further states "... except such as may be (a) required by law,, (b) so placed by a duly authorized governmental agency, (c) so placed not as an advertisement, but a warning against hunting, fishing or trespassing, or (d) not visible from any highway." The proposed streetlight banners will not be visible from a highway and therefore would be permitted as an exception to this Section of the Zoning Ordinance.

5. Per Section 523.2, only those signs that are listed are permitted, otherwise, they are prohibited and prohibited signs may not be modified. The definition of a temporary sign states that it is of "temporary duration or non-recurring in nature" and advertises a candidacy for public office or an event of public interest," etc. The Zoning Ordinance does not provide for "seasonal or grand opening" signs. Thus, banners, flags, buntings, etc, for an event such as seasonal, grand openings and other similar events are not permitted. Either revise the category of signs requested or remove the request for such signs. If they are to be retained, specify the length of time they will be utilized and detail their disposal. Provide the quantity, size and specific location.

Applicant Response:

Temporary signs are permitted under Section 523.2.19.c. and therefore may be modified to allow seasonal signage on a limited duration of time. Although the Zoning Ordinance does not specifically provide for seasonal banners, it does not specifically prohibit banners. Therefore, the Applicant is requesting a

modification to permit banners as part of the CSP. The location, size, length of time and content of the banners are specified in the CSP.

6. Not all of the exhibits that identify monument signs illustrate landscaping around the sign. Revise the monument sign exhibits to include the landscaping to be used and the quantity of each planting.

Applicant Response:

A note has been added to state that the monument signs will have landscaping around the base of the signs. All signs within The Village Center at Belmont Greene must comply with the Belmont Greene Commercial Guidelines and also require approval from the Belmont Greene Nonresidential Association Architectural Review Committee (hereinafter "ARC"), which will ensure that landscaping is installed around the base of the monument signs.

7. As the Applicant has submitted a comprehensive sign plan, they must indicate whether the "Type A alternative 2" sign will be utilized. If so, identify the location and quantity of such sign in the comprehensive sign plan.

Applicant Response:

The sign plan has been revised to Type A and Type B monument signs and the proposed locations are shown on pages 5 and 6 of the CSP. "Type A alternative 2" monument signs have been eliminated.

8. Staff notes that the number of monument signs proposed along Portsmouth Boulevard is excessive, which could distract users, thus creating a safety concern.

Applicant Response:

The number of monument signs has been significantly reduced and the sign locations are at intersections and/or entrances which will provide direction and enhance safety.

9. The number of monument signs identified on the exhibit entitled "Partial Plan" conflicts with the number of monument signs identified on the exhibit entitled as "Monument Signs." Rectify this discrepancy.

Applicant Response:

These exhibits have been revised to address this discrepancy, see pages 5 and 6.

10. The height of the signs noted on Pages 6-9 is not listed correctly. The sign height must also include the background wall work and stone base. The Applicant needs to demonstrate compliance with Section 523.5. In addition, the Application must demonstrate that no sign is located within the line of sight triangles or line of sight lines at street intersections. Staff notes that Sign Type A is 18 feet tall, which is excessive and must be revised in order to provide safer visibility at intersections.

Applicant Response:

The heights have been corrected on the graphics, which are now on pages 7 and 8. A note has been added to the CSP to state no signs shall be placed to obscure the line of sight by vehicular or pedestrian traffic. Additionally, all signs are required to comply with the visibility clearance at intersections pursuant to Section 512 of the 1972 Zoning Ordinance.

11. In the definition of "area of sign," the outside measures, including "wall work incidental to its decoration," are included in the area of a sign. In addition, both sides of a sign are counted toward the aggregate area of the sign. Staff notes that some of the exhibits do not state the total aggregate area of the sign, including both sides. Therefore, revise the total area of all the signs in the Exhibits and the Matrix. Make changes to Comprehensive Sign Plan sheet as necessary.

Applicant Response:

The aggregate areas of the signs have been added, where applicable; and the total areas of the signs have also been added to the CSP.

12. Where multiple signs are possible along on a street or within a section/parcel, provide the minimum distance between the signs.

Applicant Response:

Multiple sign banners are proposed along Main Street Winkle Drive (private street) and will be a minimum distance of approximately 25 feet between signs/street lights.

13. Pages 6-9 illustrate the following proposed signs: Type A, Type A alternative 2, Type B and Type C signs, which include a note that states that "fence may attach to pier-cross buck." Staff notes that once a fence is attached to the base of a sign it becomes part of the sign. Thus, remove these statements

from the illustration detail.

Applicant Response:

The requested revision has been made. Any fence adjacent to a sign will not be attached to the sign.

14. Exhibit 11 includes elevations for a retail anchor store and retail stores other than the anchor. Clarify or define what is meant by retail anchor store and retail store-other than anchor. Also, the notes under the detail table on the exhibit state that "Fonts and colors will vary for different users and same color for single user, letters to be individually pin mounted or connected by a single track, and sign letters to be internally lit, or lit by gooseneck shielded spotlights, or by a totally screened light source." In order to evaluate the consistency and unified nature of the signs, the color, material and typestyle or font and lighting for the retail anchor and retail-other than anchor signs, must be established. This application is for a comprehensive sign plan, which must provide a detail illustrating the specifics of the proposal, and therefore, must provide some limitations.

Applicant Response:

A food market will be the anchor store. "Retail (other than anchor)" refers to other stores not leased by the food market. The number of signs for "Retail Anchor" and "Retail (other than anchor)" is limited as shown on the CSP and limited to a single color and font style per tenant, with the exception of logos, which may be multi-colored and Specialty Signs which may be a variety of colors and fonts.

15. Page 14, Criteria 6, clarify this statement to say "prior to ordering" instead of "prior to installation."

Applicant Response:

This statement is not in the CSP.

16. Remove notes on the sign plan which have comments such as "Applicants and Business are encouraged to be creative and tasteful....." as the design criteria must be evaluated now, not at the time of ARC review or when the tenant moves into a space. These comments are vague and unenforceable.

Applicant Response:

As requested, these notes have been removed.

17. Convenience Market is not defined. Please explain.

Applicant Response:

The Convenience Market is a Sub Area and it is defined on page 1 of the CSP.

18. Clarify the Sign Plan Matrix regarding the number of retail anchor stores and whether the 8 proposed signs are per anchor or a total number for all of the anchor stores. Eight proposed signs per anchor is excessive.

Applicant Response:

If a retail anchor occupies the entire building; then the anchor is permitted a maximum of five (5) signs (reduced from eight (8)). No more than one (1) anchor will occupy a retail building in The Market Sub-Area.

19. Clarify Exhibit 13 and the Sign Plan Matrix regarding the maximum area allowed per sign and the maximum allowable aggregate area per tenant.

Applicant Response:

The maximum area per sign and the maximum allowable aggregate area of signage per tenant have been added as requested.

20. Exhibit 13 identifies a sign as "Type H House." Explain the use of this type of sign.

Applicant Response:

The Type H House sign has been eliminated.

21. Staff notes that in the Belmont Greene Comprehensive Sign Matrix and Statement of Justification, it states that numerous signs within the Winkle Way Market Retail area, identified as "optional sign styles," will be similar to those described and pictured in Pages 14-20. The Applicant must provide parameters with regard to quantity, size, style, font, type face, etc. Provide specific exhibits, color palettes and other details of the signs proposed in this area.

Applicant Response:

The CSP has been revised to specify the different types of Specialty Signs, including, quantity, size, location and lighting. See pages 15 through 21.

22. Exhibit 22 contains a note that states "awning signage: one per bay or storefront on review approval" for the retail stores on the bottom floor of the office buildings. Clarify whether awnings will be proposed or not. If so, provide more detail regarding maximum number allowed, size, color, font size, font style, etc in the comprehensive sign plan. These signs must be included in the Comprehensive Sign Plan and reviewed.

Applicant Response:

Awning signage is proposed and the specifics are now listed on page 19. If awning signage is used on the Office Building in the Winkle Drive Office Sub-Area; the area of the actual sign on the awning shall be deducted from the maximum square footage permitted for the building mounted signs.

23. The number of office and retail signs on Sheet 22 is excessive. The intent of the Zoning Ordinance is to not have multiple numbers of signs on a building. Also, no signs are permitted above the roof line of a building. On Exhibit 22, reduce the number of signs, clarify the types of colors and fonts to be used for the office building and the retail store business signs on the bottom floor of the office buildings.

Applicant Response:

The office/business signs are now listed on page 14 and is limited to four (4) for the entire building and no signs are proposed above the roofline (refer to the dashed lined for sign envelope). Additionally, there are no more than two signs per building elevation. The retail signs are appropriate for the street level much like the retail/office buildings along Main Street Winkle Drive (mixed use) Sub Area. Retail signs are limited to single color letters and font per bay or tenant, with the exception of logos. The office/business signs are limited to a single color and font for the letters. Retail signs are limited to the front and rear elevations on the first floor only.

24. On Exhibit 24, it states that the directional sign is an overall size of 24 square feet. Clarify whether the directional sign will be two sided, if so, the area of the sign must include both sides.

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Applicant Response:

This sign has been removed from the CSP.

25. On Sheet 25, it states that "neon signs located internally in the window may be permitted for restaurants or entertainment users." Take this out of the comprehensive sign plan as these are not permitted in the Zoning Ordinance.

Applicant Response:

Section 523.1.3 of the Zoning Ordinance states "Outlines any building or part thereof with neon or other lights". A neon window sign does not outline the building or any part of the building. Therefore, the neon window signs are being proposed in this CSP.

26. For any sign that is proposed to be lighted, state the maximum wattage that will be provided and further, state that no neon shall be permitted.

Applicant Response:

The maximum wattage for the lighting is 150 and neon shall only be permitted on window signs.

27. Staff notes that a "Space for Lease" sign is listed under Section 523.2.8 in the Statement of Justification. This is not correct. This type of sign is a real estate sign and falls under Section 523.2.15. Revise the sign matrix accordingly.

Applicant Response:

The sign matrix has been revised as requested.

28. Page 2 of the Sign Matrix and Page 25 of the sign package include written details for drive-in, menu boards, hours of operation, required gas pricing boards and directional signs. The Applicant needs to clarify whether these signs will exceed 20 square feet (including both sides of the sign). If so, provide information giving the location and quantity of each and details illustrating the area, height, colors, font size, font style, etc for each sign.

Applicant Response:

Signage for The Convenience Market Sub Area will conform to the requirements of the 1972 Zoning Ordinance and are not part of the CSP, with the exception of the monument signs.

29. Staff notes that in the Belmont Greene Comprehensive Sign Matrix it states that the service station canopy is a "business sign." In order to evaluate the quality and consistency of the color, material and typestyle or font, a baseline must be established. This application is for a comprehensive sign plan, which must provide a detail illustrating the specifics of the proposal, and therefore, must provide some limitations. Depending on color and design, Staff will re-review the gas station canopy sign at next submittal.

Applicant Response:

Signage for The Convenience Market Sub Area will conform to the requirements of the 1972 Zoning Ordinance and are not part of the CSP.

30. The definition of a signs states that it is "any devise for visual communication out-of doors." Therefore, any sign on the inside of a window that will be used for visual communication out-of-doors in any of the three sub-areas must be included in the Comprehensive Sign Plan and Matrix with the associated details on color, size, material, etc.

Applicant Response:

The inside window signs are detailed on page 18 and have been added to the matrix.

31. Regarding corporate logos on office and retail signs, any corporate signage must conform to color, size, material, etc of what is approved with the comprehensive sign plan. Also, clarify the exact location of the signs on Sheet 22 as the sketch shows "optional sign locations."

Applicant Response:

The preferred locations for office building signage are indicated on the graphic with flexibility for the optional locations. The optional locations are not in addition to the preferred locations; only two (2) signs permitted on any one elevation with a limit of four (4) for the entire building. The signage will conform to the CSP and requires approval by the ARC.

32. Check the aggregate sign area listed for the variety of signs on all exhibits, as there appears to be some discrepancy in the calculations. The aggregate sign area will be the total area of the sign times the maximum number of signs.

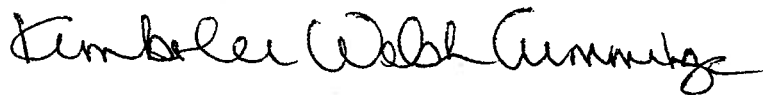
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Applicant Response:
These discrepancies have been corrected.

The Village at Belmont Greene Comprehensive Sign Plan has been significantly revised to address all of the comments from Community Planning and Zoning Administration as stated above. Enclosed are eight (8) copies of the revised Comprehensive Sign Plan and the revised Statement of Justification with attachments for your use and review. On behalf of the Applicant, I respectfully request that a Planning Commission public hearing is scheduled.

Sincerely,

WALSH, COLUCCI, LUBELEY, EMRICH &
WALSH, P.C.



Kimberlee Welsh Cummings, AICP
Land Use Planner

KWC/tlm
Enclosure

cc: Ray F. Smith, Jr., President, Dogwood Development Group, with enclosure
Jay Parker, Principal, Parker Rodriguez, Inc., with enclosure
J. Randall Minchew, Managing Shareholder, Walsh, Colucci, Lubeley, Emrich &
Walsh, P.C.

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